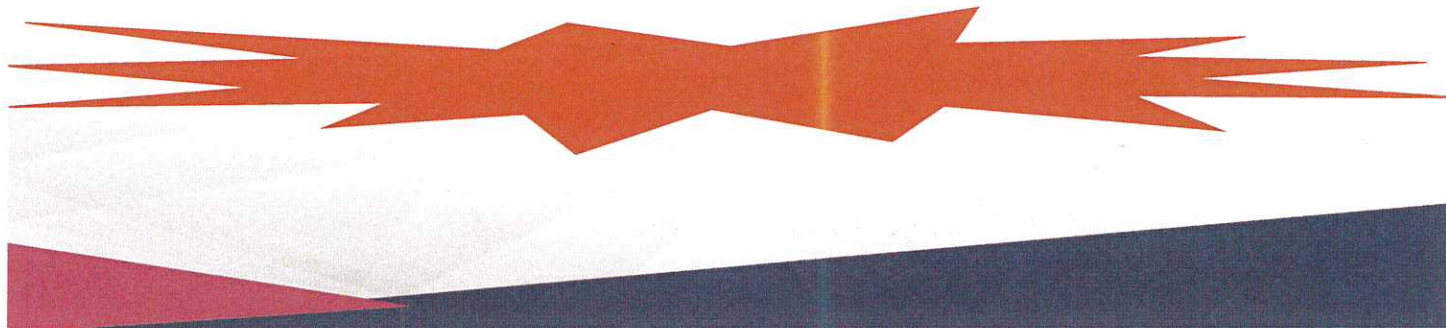
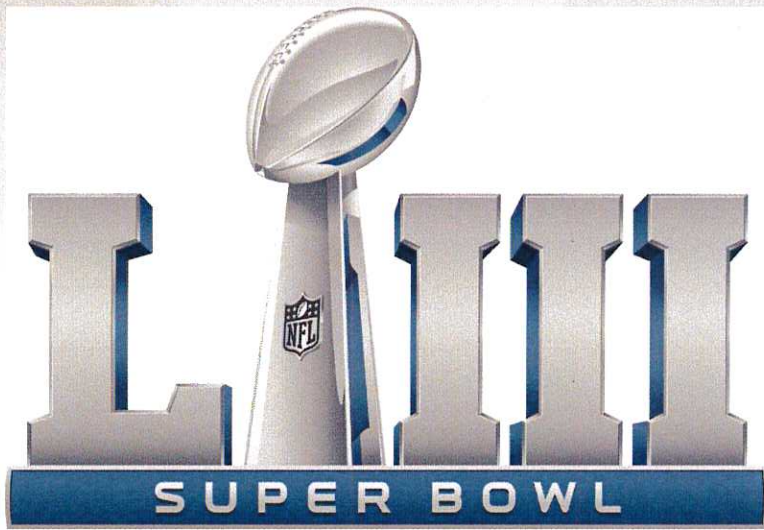
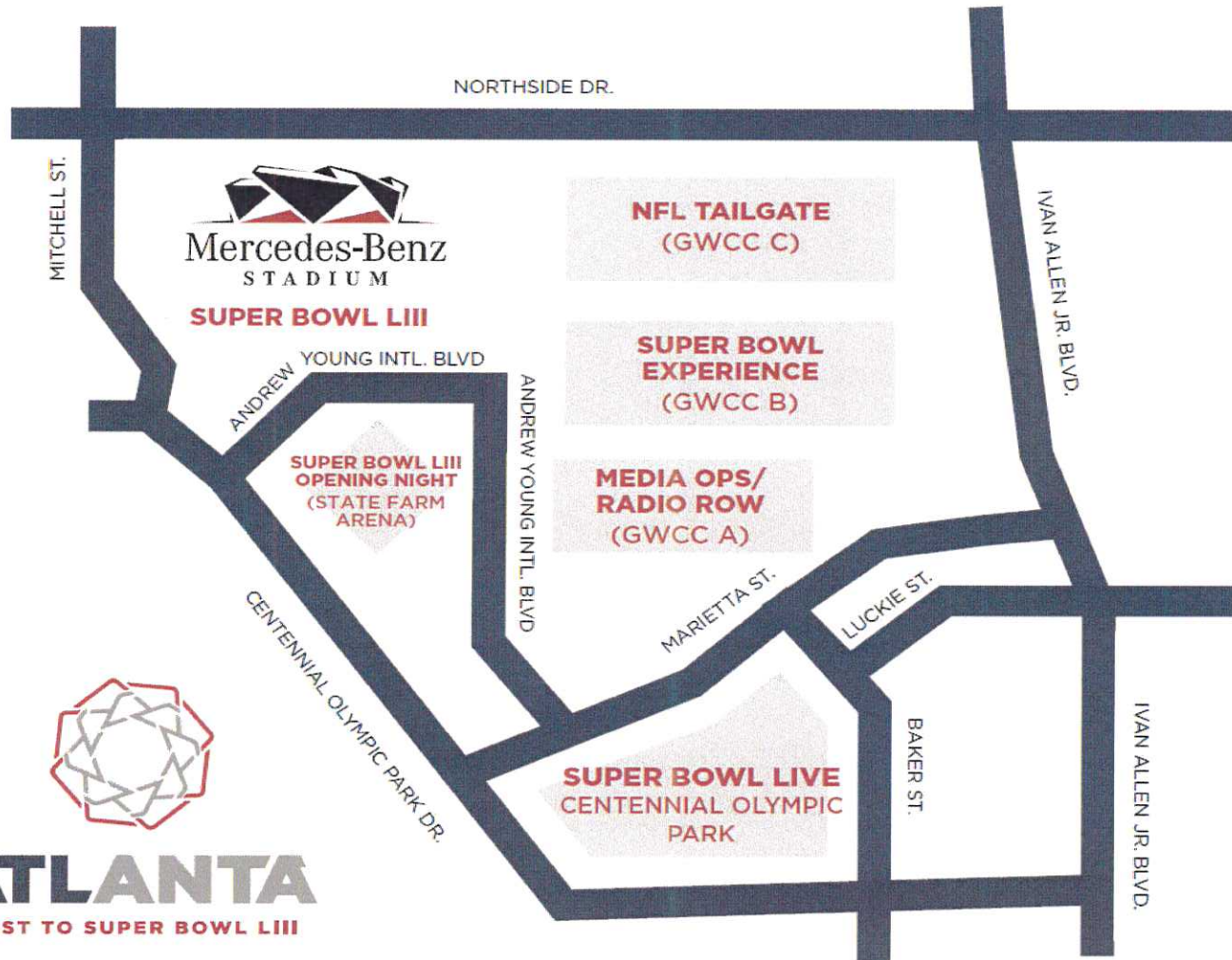


**ATLANTA**  
HOST TO SUPER BOWL LIII





  
**ATLANTA**  
 HOST TO SUPER BOWL LIII

# Super Bowl Primary Events



**ATLANTA**  
HOST TO SUPER BOWL LIII

	Arizona 2015		Santa Clara 2016		Houston 2017		Minneapolis 2018		Atlanta 2019	
	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus	Stadium Campus / Adjacent	Off Campus
SBX		■		■		■		■	■	
Opening Night		■		■		■		■	■	
Media Center		■		■		■		■	■	
Super Bowl Live		■		■		■		■	■	
Friday Night Party		■		■		■		■	■	
NFL House		■		■		■		■		■
NFL Honors		■		■		■		■		■
Accreditation Center		■	■	■	■	■	■	■	■	
GD Staff Check In		■	■	■	■	■		■	■	
NFL Public Shop		■	■	■	■	■		■	■	
On Location Exp.	■		■		■		■	■	■	
OLE / DTV / Nomadic	■		■	■		■	■	■	■	
NFL Tailgate Party	■		■		■			■	■	
GameDay Fan Plaza	■		■		■		■		■	
Stadium Entries	■		■		■		■	■	■	
	5	10	6	11	7	10	5	12	13	2

## Location of Events and Timelines



\*\*\*Subject to Change

### Sat. Jan., 26, 2019

10am – 10pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
11am – 10pm	Super Bowl LIVE	Centennial Olympic Park

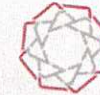
### Sun. Jan., 27, 2019 – Team Arrival Possible

10am – 8pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
12pm – 7pm	Super Bowl LIVE	Centennial Olympic Park

### Mon. Jan., 28, 2019 – Team Arrival Possible

3pm – 8pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
	Media Center/Radio Row	GWCC Bldg. A, Hall 2
4pm – 9pm	Super Bowl LIVE	Centennial Olympic Park
7pm – 10pm	Opening Night	State Farm Arena

## Location of Events and Timelines



**ATLANTA**  
HOST TO SUPER BOWL LIII

### Tue. Jan. 29, 2019

3pm – 8pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
	Media Center/Radio Row	GWCC Bldg. A, Hall 2
7pm – 10pm	H.C. Media Party	Georgia Aquarium

### Wed. Jan., 30, 2019

10am – 1pm	Super Bowl Experience (Kids)	GWCC Bldg. B, Halls 1-5
3pm – 10pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
	Media Center/Radio Row	GWCC Bldg. A, Hall 2

## Location of Events and Timelines



### Thu. Jan. 31, 2019 – Friends & Family Arrivals, Fan Arrivals

3pm – 10pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
	Media Center/Radio Row	GWCC Bldg. A, Hall 2
4pm – 10pm	Super Bowl LIVE	Centennial Olympic Park
8pm – 11pm	Super Bowl Music Festival	State Farm Arena
TBD	BET Gospel Celebration	Atlanta Symphony Hall

### Fri. Feb. 1, 2019 – Friends & Family Arrivals, Fan Arrival

10am – 10pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
	Media Center/Radio Row	GWCC Bldg. A, Hall 2
2pm – 10pm	Super Bowl LIVE	Centennial Olympic Park
9pm – 12am	Super Bowl Music Festival	State Farm Arena

## Location of Events and Timelines



### Sat. Feb. 2, 2019

10am – 10pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
	Media Center/Radio Row	GWCC Bldg. A, Hall 2
11am – 10pm	Super Bowl LIVE	Centennial Olympic Park
12pm – 2am	NFL House	Southern Exchange
2:30pm – 4:30pm	NFL Honors – Red Carpet	Fox Theatre – Peachtree St.
5pm – 7pm	NFL Honors – Show	Fox Theatre
7pm – 10pm	Taste of the NFL	Cobb Galleria
8pm – 12am	Super Bowl Music Festival	State Farm Arena
10pm – 2am	Concert – DirectTV	Atlantic Station

## Location of Events and Timelines



### Sun Feb. 3, 2019

2pm (Gates)	Super Bowl LIII	Mercedes-Benz Stadium
2pm – 4pm	Super Bowl Experience	GWCC Bldg. B, Halls 1-5
2pm – 5pm	Game Day Plaza	Home Depot Backyard
2:30pm – 5:30pm	NFL Tailgate	GWCC, Bldg. C, Halls 2-4
	OLE Private Parties	GWCC, Bldg. A, Hall 1
		GWCC, Bldg. B, TM Ballroom
		GWCC, Bldg. C, Georgia Ballroom
		Centennial Olympic Park
TBD – 4am	After Parties	TBD



# Super Bowl Experience



**ATLANTA**  
HOST TO SUPER BOWL LIII



## SUPER BOWL EXPERIENCE EVENT INFORMATION

### LOCATION:

- Georgia World Congress Center, Building B

### HOURS OF OPERATION:

Saturday, January 26, 2019	10:00AM – 10:00PM	Open to General Public
Sunday, January 27, 2019	10:00AM – 8:00PM	Open to General Public
Monday, January 28, 2019	3:00PM – 8:00PM	Open to General Public
Tuesday, January 29, 2019	3:00PM – 8:00PM	Open to General Public
Wednesday, January 30, 2019	10:00AM – 1:00PM	Kids Day
	3:00PM – 10:00PM	Open to General Public
Thursday, January 31, 2019	3:00PM – 10:00PM	Open to General Public
Friday, February 1, 2019	10:00AM – 10:00PM	Open to General Public
Saturday, February 2, 2019	10:00AM – 10:00PM	Open to General Public

### ACCESS:

- Staff Access
  - Guest Access
- Entry A, Entry B  
Entry B

### NFL Shop inside SBX:

- Open in line with Super Bowl Experience hours
- Must have Super Bowl Experience Ticket to Access



# EXPERIENCE

DRIVEN BY  
 HYUNDAI

## NFL Shop



## NFL SHOP – PUBLIC ACCESS STORE IN GWCC

### LOCATION:

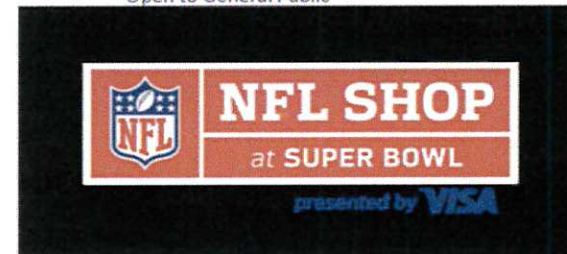
- Georgia World Congress Center, A/B Lobby

### HOURS OF OPS:

Saturday, January 26, 2019	10:00AM – 10:00PM	Open to General Public
Sunday, January 27, 2019	10:00AM – 8:00PM	Open to General Public
Monday, January 28, 2019	10:00AM – 8:00PM	Open to General Public
Tuesday, January 29, 2019	10:00AM – 8:00PM	Open to General Public
Wednesday, January 30, 2019	10:00AM – 10:00PM	Open to General Public
Thursday, January 31, 2019	10:00AM – 10:00PM	Open to General Public
Friday, February 1, 2019	10:00AM – 10:00PM	Open to General Public
Saturday, February 2, 2019	10:00AM – 10:00PM	Open to General Public

### ACCESS:

- Staff Access
  - Guest Access
- Entry A, Entry B  
Entry B



# SUPER BOWL LIVE

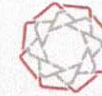


**ATLANTA**  
HOST TO SUPER BOWL LIII

## HOURS OF OPERATION

Saturday	1/26/19	11:00am - 10:00pm	Day 1/Opening Day
Sunday	1/27/19	12:00pm - 7:00pm	Day 2
Monday	1/28/19	4:00pm - 9:00pm	Day 3/NFL Opening Night
Tuesday	1/29/19	DARK	
Wednesday	1/30/19	DARK	
Thursday	1/31/19	4:00pm - 10:00pm	Day 4
Friday	2/1/19	2:00pm - 10:00pm	Day 5
Saturday	2/2/19	11:00am - 10:00pm	Day 6
Sunday	2/3/19	Pre-Game	Private Event TBD

# SUPER BOWL LIVE



**ATLANTA**  
HOST TO SUPER BOWL LIII

Each day, there will be a **HOST AND DJ** who will bridge the space between musical acts.

**Musical Genres and Programming** will be diverse, ranging from Hip Hop to Country to EDM.

<u>Saturday, 1/26</u>	Hip Hop
<u>Sunday, 1/27</u>	Country Pro Bowl
<u>Monday, 1/28</u>	NFL Opening Night* Hip Hop and R&B
<u>Thursday, 1/31</u>	Country & Rock
<u>Friday, 2/1</u>	Pop & EDM
<u>Saturday, 2/2</u>	Team Fan Rallies Hip Hop



**KD Bowe - Official Host of Super Bowl Live**  
Host - Radio One in Atlanta  
Founder - ManUp! Community, Inc.  
Host - Man in the Stands for Atlanta Falcons

# SUPER BOWL MUSIC FEST



**ATLANTA**  
HOST TO SUPER BOWL LIII



## SUPER BOWL MUSIC FEST

**BUD LIGHT**  
SUPER BOWL LIII  
**MUSIC FEST** ATLANTA  
2019  
JANUARY 31 - FEBRUARY 2

**LUDACRIS · MIGOS**  
THURSDAY, JANUARY 31 EA SPORTS

**AEROSMITH · SPECIAL GUEST**  
FRIDAY, FEBRUARY 1

**BRUNO MARS · CARDI B**  
SATURDAY, FEBRUARY 2 BUD LIGHT

State Farm ARENA

BUD LIGHT EA SPORTS StubHub ticketmaster ON LOCATION EXPERIENCES

## SUPER BOWL MUSIC FEST



**ATLANTA**  
HOST TO SUPER BOWL LIII



### SUPER BOWL MUSIC FEST



LUDACRIS · MIGOS  
THURSDAY, JANUARY 31

EA Sports Madden Bowl

- Doors: 7:30 PM
- Blue Carpet: 7:30 – 9:00PM
- Show: 9:00 – 12:00AM
- Post Show: 12:00 – 1:00 AM
- Arena Gates: All Gates, except Gate #6
- Parking: Drop-off on COP, Bus staging on COP & MLK, car parking Centennial garage



AEROSMITH · SPECIAL GUEST  
FRIDAY, FEBRUARY 1

- Doors: 7:30 PM
- Blue Carpet: 7:30 – 9:00PM
- Show: 9:00 – 12:00AM
- Post Show: 12:00 – 1:00 AM
- Arena Gates: All Gates, except Gate #6
- Parking: Drop-off on COP, Bus staging on COP & MLK, car parking Centennial garage

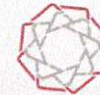


BRUNO MARS · CARDI B  
SATURDAY, FEBRUARY 2

Bud Light

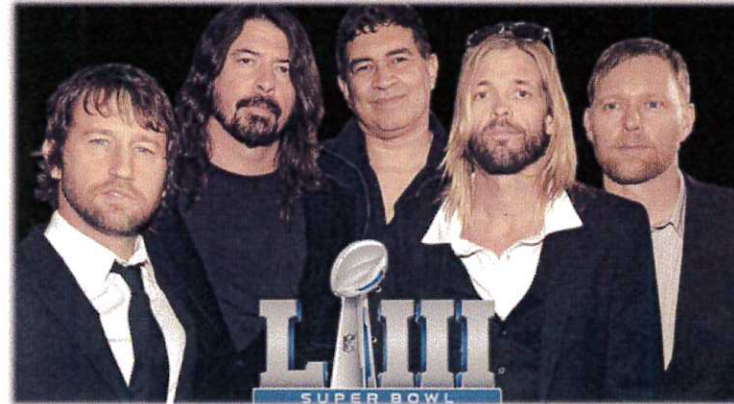
- Doors: 7:30 PM
- Blue Carpet: 7:30 – 9:00PM
- Show: 9:00 – 12:00AM
- Arena Gates: All Gates, except Gate #6
- Parking: Drop-off on COP, Bus staging on COP & MLK, car parking Centennial garage
- StubHub Pregame buildout following show

## Atlantic Station – Direct TV Super Saturday Night

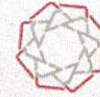


**ATLANTA**  
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- Saturday, February 2, 2019
  - Doors open 10:00 p.m.
- 72,000 square foot structure
  - 6,000 person capacity
  - Foo Fighters are the headliner



# NFL HONORS



**ATLANTA**  
HOST TO SUPER BOWL LIII



## NFL HONORS



NATIONAL FOOTBALL LEAGUE  
**HONORS**

**Location:** The Fox Theater

**Timeline:**

- 2:30 pm: Red Carpet and Cocktail Party open
- 4:30 pm: Theater Doors Close
- 5:00 pm: Show Taping to 7:00pm
- 9:00 pm: Show broadcasted on CBS to 11:00pm

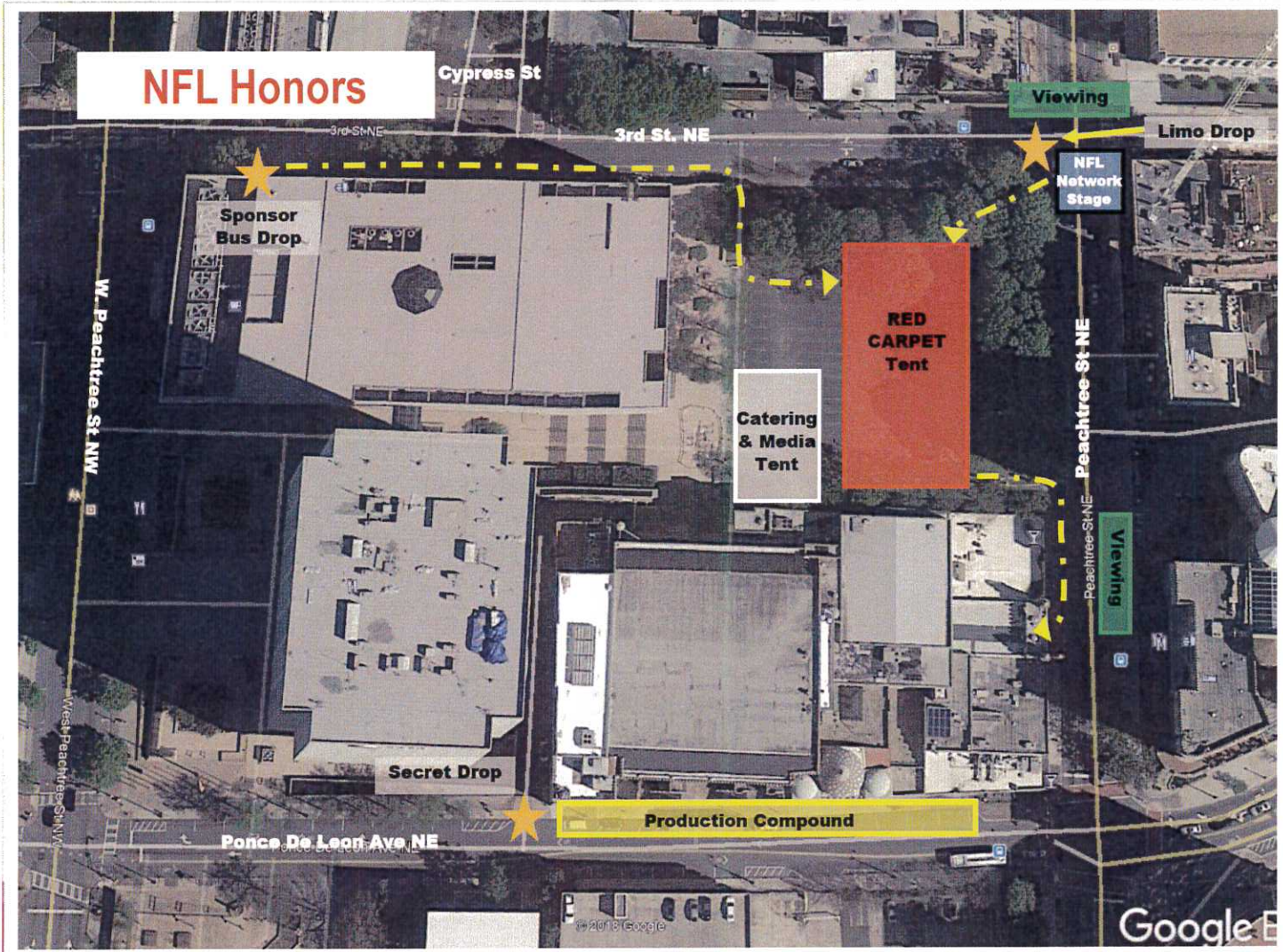
**Credentials:**

- Pre Event Venue Access requires Honors zone designation
- Show Day requires **Two** Creds: Pre-Event and Show Day
- Show Day Credentials distributed by Deanna Spinale

**POC:**

- Show Production: **Deanna Spinale** [Deanna.Spinale@nfl.com](mailto:Deanna.Spinale@nfl.com)
- Event Operations: **Carly Slivinski** [Carly.Slivinski@nfl.com](mailto:Carly.Slivinski@nfl.com)





**NFL Honors**

Cypress St

3rd St. NE

3rd St. NE

Viewing

Limo Drop

Sponsor Bus Drop

NFL Network Stage

RED CARPET Tent

Catering & Media Tent

Peachtree St NE

Viewing

W. Peachtree St NW

Secret Drop

Production Compound

Ponce De Leon Ave NE

Google E

## NFL Related Events in Cobb County



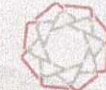
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HOST TO SUPER BOWL LIII

- Taste of the NFL Party with a Purpose - Guest
- Cobb Galleria Centre, Atlanta GA
- February 2, 2019 7:00 PM



- Shaq's Fun House"
- Battery at Suntrust Park in
- February 1, 2019 9:00 PM to 2:00 AM

# Event Week – Access to GWCC Campus



**ATLANTA**  
HOST TO SUPER BOWL LIII



**LEGEND**

- SECURED PERIMETER
- SECURED PERIMETER - LOWER LEVEL
- SECURITY CHECKPOINT / STAFF ENTRY
- STADIUM GATES (Not Accessible)
- ELEVATOR
- ESCALATOR
- RAPID TRANSIT STATION
- OPERATIONS ENTRY
- GUEST ENTRY

**SUPER BOWL LIII** **SUPER BOWL GAMEDAY MAP**  
**FANS:**  
**SUNDAY, FEBRUARY 3, 2019**



## Airport Operations

- 150,000 departing passengers Monday, February 4
- Main Security Check-Point open 24 hours beginning Sunday, February 3 – Monday, February 4
- International Terminal will be open for departing passengers on Delta Airlines
- 5-4-3-2-1 Program (before departure time)
  - 5 hours – check out of hotel
  - 4 hours – turn in rental car
  - 3 hours – check baggage
  - 2 hours – get in TSA security line
  - 1 hour – be at your gate

## WELCOME TO ATLANTA

Monday, February 4 will be an extremely busy travel day. To ensure you have a smooth trip home we recommend you remember **5-4-3-2-1**:



**5 HOURS**  
BEFORE DEPARTURE  
Check out of your hotel.



**4 HOURS**  
BEFORE DEPARTURE  
Turn in your rental car or call your Uber or Lyft.



**3 HOURS**  
BEFORE DEPARTURE  
Check bags at ticket counter.



**2 HOURS**  
BEFORE DEPARTURE  
Get in line at TSA Security.



**1 HOUR**  
BEFORE DEPARTURE  
Be at your gate.

For more tips and information, visit [atl.com](http://atl.com)

 **Hartsfield-Jackson**  
Atlanta International Airport

## MARTA Extended Service



### Rail service

Tuesday, Jan. 29 – Friday, Feb. 1

Service starts at early at 4 a.m.

Friday, Feb. 1 – Tuesday, Feb. 5

24 hours service begins at 4 a.m. on  
Friday until 2 a.m. on Tuesday

### Bus service

Tuesday, Jan. 29 – Friday, Feb. 1

Will operate on a regular schedule

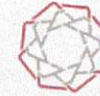
Friday, Feb. 1 – Tuesday, Feb. 5

24 hour service begins at 4 a.m. on  
Friday until 2 a.m. Tuesday on routes 15,  
39, 83, & 196

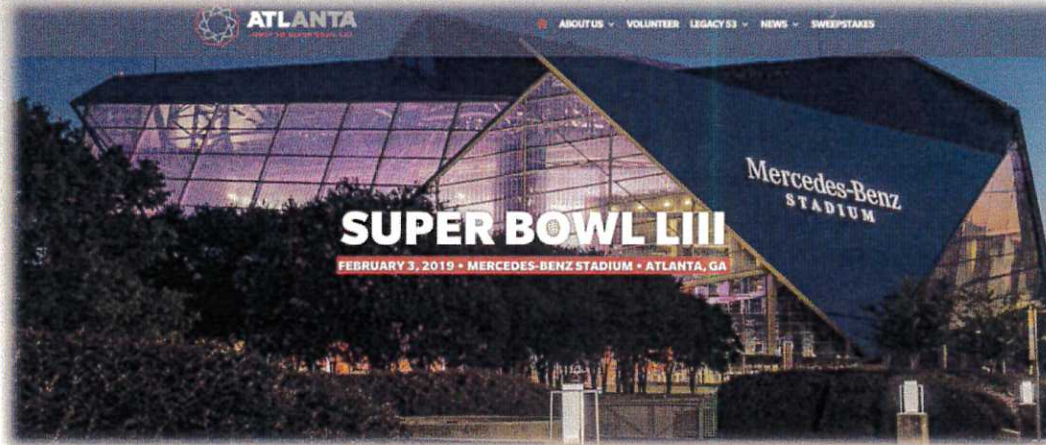
### Streetcar

Will operate on its regular schedule and will add an additional vehicle on Super Bowl  
Sunday, Feb. 3.

KNOW BEFORE YOU GO.....



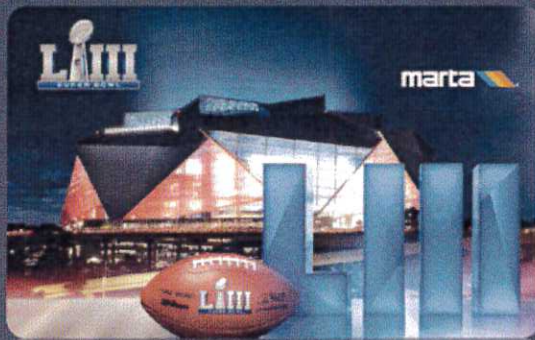
**ATLANTA**  
HOST TO SUPER BOWL LIII



<https://atlsuperbowl53.com>



## MARTA Commemorative Breeze Card



Purchase your Super Bowl LIII Commemorative Breeze Card, starting  
December 15!

### MARTA

MARTA is the best way to reach downtown Atlanta with expanded schedules surrounding Super Bowl week. The Breeze Card is the best way to pay when riding MARTA. The Breeze Card can be used for rail, bus, and the Atlanta Streetcar.

MARTA will begin selling commemorative Super Bowl Breeze cards (1-day, 3-day, or 4-day pass) at [breezecard.com](http://breezecard.com) on Dec. 15. Commemorative cards will be installed in all Breeze vending machines on Jan. 7. The cost of the Breeze Card is \$2.00 in addition to the cost of a fare or day pass. Breeze Cards can also be purchased at the Breeze Vending Machines at each of the 38 MARTA Stations, at RideStores (at Airport or Five Point Station). Every rider MUST have their own Breeze Card, except for children under six years old.



# Non-Sanctioned Events



**ATLANTA**  
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The information provided in the top section below is FOR OFFICIAL USE ONLY. It will be used by the Super Bowl Host Committee and City of Atlanta to better prepare for public safety, traffic and crowd management. Please fill out as much information as you can about each event. If this is a public event and you wish to add this info to Atlanta.net's Calendar of Events, you may do so in the lower section.

## Event Options

Please provide the following information as an overview to the event:

Sponsoring Group: \_\_\_\_\_

\*Event Name: \_\_\_\_\_

\*Event Start Date: \_\_\_\_\_

Event End Date: \_\_\_\_\_

Event Start Time: \_\_\_\_\_

Event End Time: \_\_\_\_\_

Event Address 1: \_\_\_\_\_

Event Address 2: \_\_\_\_\_

Event City: \_\_\_\_\_

Event Zip: \_\_\_\_\_

Region: \_\_\_\_\_

Anticipated Attendance: \_\_\_\_\_

Public or Private Event: \_\_\_\_\_

Please provide the following information about the transportation of the attendees:

Transportation Type: \_\_\_\_\_

Number of Vehicles: \_\_\_\_\_

Attendee Drop-Off Street(s): \_\_\_\_\_

Drop-off Start Time: \_\_\_\_\_

Drop-off End Time: \_\_\_\_\_

PLEASE PROVIDE THE FOLLOWING INFORMATION:

--- Pickup Start Time: \_\_\_\_\_

--- Pickup End Time: \_\_\_\_\_

Staging Area(s) for Vehicles: \_\_\_\_\_

Have you submitted a request for your street closure?

Status of your street closure request? \_\_\_\_\_

Street Closure 1: \_\_\_\_\_

--- Time of Closure 1: \_\_\_\_\_

Street Closure 2: \_\_\_\_\_

--- Time of Closure 2: \_\_\_\_\_

Please provide the following additional information, if applicable:

Are you partnering with a rideshare company?

Will there be any VIPs/Celebrities/Dignitaries that could impact security and/or traffic?

Please provide the following information about the primary point of contact:

\*Contact Name: \_\_\_\_\_

\*Email: \_\_\_\_\_

\*Phone Number: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

## Common Operational Picture - WebEOC



**ATLANTA**  
HOST TO SUPER BOWL LIII

- Web-based common operations picture and situational awareness system that provides a single access point for event information.
- Primary tool used for situational awareness at the local, regional and state level.
- Internal/External partners, City, County, Healthcare, and State officials share information across the region as well as the State of Georgia via a WebEOC Fusion Network.
- Integrates with ESRI's ArcGIS to provide real time mapping information of event assets and layouts.

## WebEOC Processes



AFCEMA has been working with each sub-committee to define/build specific WebEOC processes over the last two years.

Current WebEOC processes for Super Bowl LIII Include

- Law Enforcement Events Dashboard for the Intelligence Operations Center
- CIKR Dashboard for the CIKR and Crisis Communications Teams
- Virtual Joint Information Center – Public Information Officers
- Domestic Security Alliance Council Dashboard
- Dashboard for our local private partners and security managers
- All-Hazards Assignments & Resources
- Aviation Mission Assignments

## Situational Awareness – Sign Up

---

### **Email Alerts:**

Open to all employees

Send Name, Email and Hotel to [Wes.Faulkinberry@atlchampgame.com](mailto:Wes.Faulkinberry@atlchampgame.com)

### **WebEOC Access:**

Director of Security

Assistant Director of Security

Send Name, Email, Company and Cell Number to

[Wes.Faulkinberry@atlchampgame.com](mailto:Wes.Faulkinberry@atlchampgame.com)

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# THANK YOU

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HOST TO SUPER BOWL LIII



ATLSUPERBOWL53



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